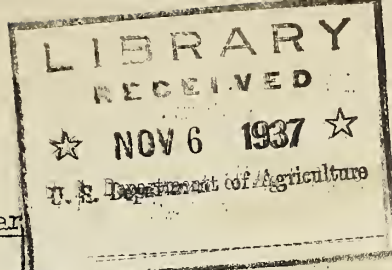


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

HOUSEHOLD CALENDAR

1.9
16755R
The Big Apple Year



A radio interview between Miss Ruth Van Deman, Bureau of Home Economics, Mr. Morse Salisbury, Office of Information, and E. J. Rowell, Bureau of Agricultural Economics, broadcast Thursday, October 28, 1937, in the Department of Agriculture period, National Farm and Home Hour by the National Broadcasting Company and a network of 73 associated stations.

-----oooOooo-----

SALISBURY:

Here we are in Washington. And thanks, Everett Mitchell and the Homesteaders. You've given us a great musical send-off today. Quite a coincidence. Ruth Van Deman and Mike Rowell appeared today lugging a big hickory splint basket. Now they've spread apples all over the table here underneath the microphone. Red apples, yellow apples, green apples. Blushed and unblushed apples.

VAN DEMAN:

Just a sample of what Mr. Rowell and I found in the market.

ROWELL:

A random sample, Morse, of this season's apple crop.

SALISBURY:

A random sample, says Mike, like a good statistician.

ROWELL:

Correction, please. Correction. I'm not setting this up as a good statistical sample.

SALISBURY:

So what is the purpose?

VAN DEMAN:

We thought it would be fun, since we were going to talk about apples today, to have a few around.

ROWELL:

And we went out to see how many varieties of apples we could pick up here in our local markets.

VAN DEMAN:

Yes, Mike went to the stores in his neighborhood. And I went to the ones out my way. And when we poured all our apples into one basket ---

SALISBURY:

Whose basket?

ROWELL:

Ruth's basket.

(over)

SALISBURY:

Um-hum.

VAN DEMAN:

But our apples.

ROWELL:

Samples of ten of the varieties of apples now in season, here in this part of the country.

SALISBURY:

Very fine. Very fine. Our samples of apples.

VAN DEMAN:

I hope we like 'em.

SALISBURY:

Say, here's one of my old friends of the apple family. A Jonathan.

VAN DEMAN:

I bought that.

SALISBURY:

For us.

VAN DEMAN:

Yes, for us. With your Kansas background I thought we'd probably like Jonathan.

SALISBURY:

Oh yes, we used to get them from the Arkansas Valley, or the Missouri Valley, or the Ozarks. Jonathan apples grow to perfection in that climate. (Takes bite of Jonathan.)

ROWELL:

Doubtless, doubtless. But if a modest, diffident, timid New Englander might venture a remark, I'd like to say a word concerning this fine McIntosh. (Voice comes up to pitch-man speed and volume.) The Mac, friends, compresses into one small package, all the attributes of delectable taste granted to the apple family. For eating raw ----

VAN DEMAN:

How about a Northern Spy. Or a Grimes Golden, when it's prime? Or a Stayman Winesap. Here's a fine one.

ROWELL:

Well, they're good apples too. This Stayman probably came from up Shenandoah Valley way. And so did this York Imperial. There's a good cooking apple for you -

VAN DEMAN:

Yes, I like to use a tart firm apple like York Imperial or one of the Winesap family for scalloped apples, or fried apples and bacon.

SALISBURY:

Hold it right there! Fried apples and bacon! A raw apple is truly a noble fruit. But fried apples and bacon. . . .

VAN DEMAN:

Now for baking - Rome Beauty here seems to be a general favorite. Restaurant and hotel people prefer it for baking. It holds its shape and yet cooks soft and juicy. And it has rich flavor and the high red color that appeals to the eye.

SALISBURY:

Ruth, I'm glad to hear you mention those two points, rich flavor and high color. As you know they're what the plant breeders have worked to get into our modern varieties of apples.

VAN DEMAN:

Yes, I know. Thanks to the research of the Department and the State Experiment Stations, we consumers can enjoy the American apple as it is today.

SALISBURY:

Yes, they've studied the apple from viewpoints of both the consumer and the producer. Take their work on storage. They've developed varieties that would hold up well in storage. At the same time they've found best temperature and storage conditions. Mike, you look as though you wanted to get a word in.

ROWELL:

I do, Morse. I'm interested in research but I also want to know if anybody here is ever going to mention apple pie?

VAN DEMAN:

Certainly, gentlemen. Here before you, I place fried apples and bacon and apple pie, and a couple of dozen other good apple dishes. All ready to slip in your pocket and take home with you - - -

ROWELL:

Thanks. What is this?

SALISBURY:

'Tis the leaflet on Apple Recipes Ruth's been telling me about.

VAN DEMAN:

It is. We just got the first printed copies this morning. The printer's ink is hardly dry on 'em.

ROWELL:

Miss Van Deman, is this apple green paper your Apple Recipes are printed on?

VAN DEMAN:

Who so it is, Mr. Rowell. You're very observing. I was so busy getting the recipes lined up to print that I didn't bother much about the paper.

SALISBURY:

As I never tire of asserting, I'm no expert on recipes. But this looks like a nice collection to me, all neatly folded up in these eight pages.

SALISBURY: (Continued)

"Apples at any meal. Apples with meat." (Ah, there are my fried apples and bacon.) "Apples with vegetables." (Scalloped apples and sweet potatoes. That sounds good.) Apples in salads - - -

ROWELL:

Here, Morse, let me get in on some of this?

SALISBURY:

O.K., Mike. I didn't mean to corner these Apple Recipes. Go ahead.

ROWELL:

"Apples in pastry." (And right here at the top is apple pie.) "Apples in cake and candy. Hm-m-m. The snake of doubt rears its ugly head in this apple Eden. Miss Van Deman, you have printed a recipe for chocolate coated candied apples.

VAN DEMAN:

They're very nice really. A little tedious to make, but a good kind of candy for youngsters.

ROWELL:

The youngsters can have it. Now here, under "Apples in desserts", I see a recipe for apple fritters. You've got something there.

VAN DEMAN:

Thank you. May I quote your endorsement of apple fritters?

SALISBURY:

Ruth, I hope you've got plenty of copies of, "Apple Recipes."

VAN DEMAN:

Quite a few, Morse.

SALISBURY:

Well then with your permission I'm going to suggest that anyone who wants a copy of "Apple Recipes", send a card to the Bureau of Home Economics right away.

VAN DEMAN:

All right, Morse.

SALISBURY:

Full directions in a minute. But just now, I want to get our reporters to tell us some facts about the supply of apples this year, and about what the scientists know about food values of apples.

VAN DEMAN:

And I'll let you repeat that in a minute or two. Mike, the crop news please.

ROWELL:

Apples are headliners this year. In many States there's the biggest crop since 1926.

VAN DEMAN:

Over 200 million bushels, I think Mr. Burmeister told us earlier in the fall.

ROWELL:

Yes, according to our October crop report, 206,716,000 bushels. With such a big crop as that retail prices are just about at their lowest now.

VAN DEMAN:

Oh yes, I suppose lots of apple growers don't have any place on the home farm to store a big surplus. And of course it costs money to put apples in commercial storage.

ROWELL:

That's right. More and more apples have been coming to market during the last month and the price has dropped steadily. I think consumers will get their greatest apple bargains of the year about now.

SALISBURY:

Pointed reporting, Mike. Now, Ruth, will you deliver a few pounds of facts the scientists have found out about apples as a food?

VAN DEMAN:

Coming right away, sir. The latest studies have been on vitamins.

SALISBURY:

How does the apple show up?

VAN DEMAN:

Raw apples are a fair to good source of vitamin C. And if you're in the habit of eating them regularly and especially with the skin on, the small amount in each apple finally totals up to something fairly important. Vitamin C as you know isn't very widely distributed at best and it's easily destroyed in cooking. So in winter when fresh fruits and vegetables are less abundant, any source of vitamin C is worth utilizing.

SALISBURY:

Then the "apple a day" is worth eating for its vitamin C.

VAN DEMAN:

Yes, and for the mild kind of roughage and bulk it furnishes to the diet. Also apples are classed as a "base-forming" food. That is they help to offset the effect of the acid-forming foods such as meat and bread, and keep the system in good running order.

SALISBURY:

Thanks for the scientific report. It'd be fun to consider the apple in song and story.

VAN DEMAN:

Yes; there's Johnny Appleseed.

ROWELL:

The pioneer with the bag of apple seed who's supposed to've planted apple trees all over Ohio and Indiana.

VAN DEMAN:

He inspired the singers of songs. I'm going to reread Vachel Lindsay's poem about him one of these evenings before the fire. I heard Vachel Lindsay read it once himself.

And
A boy
Blew west,
And with prayers and incantations,
And with "Yankee Doodle Dandy,"
Crossed the Appalachians,
And was "young John Chapman,"
Then
"Johnny Appleseed, Johnny Appleseed,"

SALISBURY:

And the apple, green, red, and white,
Sun of his day and his night -
The apple allied to the thorn,
Child of the rose.

ROWELL:

Good for you. And when we sit down to read Johnny Appleseed again, let's be sure to have a bowl of apples on the table beside us, with a paring knife.

VAN DEMAN:

Easy on that paring knife. You'll pare your vitamins away.

ROWELL:

That's so too. Anyway, a bowl of apples and a salt shaker --

VAN DEMAN:

A little salt to bring out the natural sugar in the apple?

ROWELL:

That's it.

VAN DEMAN:

Thank you. That's a good suggestion. And thank you also, Mr. Rowell, for all your help with the apples today. I know we didn't go more than skin deep on this big subject of the apple, but after all - - -

ROWELL:

After all what is better than apple pie - - -

SALISBURY:

Apple pie with cheese, Mike. And, Ruth, I see you have a special recipe here for apple pie with melted cheese.

VAN DEMAN:

Just a suggestion for covering a pie with thin slices of cheese, and slipping it into a warm oven until the cheese melts. Very simple.

SALISBURY:

(Very deliciously simple.) Now to repeat the title of this eight page folder with 29 suggestions for cooking apples. It is "Apple Recipes." And anyone who wants a copy may have these Apple Recipes by dropping a card to the Bureau of Home Economics, U.S. Department of Agriculture, Washington, D.C.

#####